

**SCOTTSDALE PRIDE COMMITTEE  
ONE CIVIC CENTER  
7447 E. INDIAN SCHOOL  
CONFERENCE ROOM—SUITE 300  
SCOTTSDALE, AZ  
JANUARY 5, 2006**

**APPROVED MINUTES**

**Present:** Cristina Lenko (Chair)  
Donald Scott (Vice-Chair)  
Vicki Carr  
Carol Cerrito  
Robbi Henrickson  
Rosanna Organ  
Ronald Robins  
Judy Snyder  
Zachary Stahmer  
Sonnie Stevens  
Stewart Walowitz  
Cathy Zebarth

**Absent:** Richard Kimberly  
Richard Taylor

**Staff:** Decima Sever

**CALL TO ORDER**

The regular meeting was called to order at 5:49 p.m. by Chair Lenko. A roll call confirmed the presence of Committee members as noted above.

**APPROVAL OF DECEMBER 1, 2005 MINUTES**

Decima Sever requested that Wendte be changed to Wendt throughout the Minutes. Chair Lenko requested that on pg. 1 the address at the top should be changed to The Water Campus 8787 E. Hualapai Dr., and at the bottom of pg. 1 BOARD be changed to COMMITTEE MEMBER. She also requested that at the bottom of pg. 3 her first name should be changed from Christina to Cristina.

**VICE-CHAIR SCOTT MOVED FOR APPROVAL OF THE MINUTES OF THE DECEMBER 1, 2005 MEETING AS AMENDED. THE MOTION WAS SECONDED BY COMMITTEE MEMBER ZEBARTH AND CARRIED UNANIMOUSLY BY A VOTE OF 11 (ELEVEN) TO 0 (ZERO).**

## **RETREAT REVIEW AND SUBCOMMITTEE BREAKOUT DISCUSSIONS**

Chair Lenko noted that the December Retreat Minutes contain a great outline which is an excellent place to begin tonight's discussions. Upon inquiry by Decima Sever regarding the status of specific Member participation on subcommittees, Vice-Chair Scott remarked that there was nothing preventing someone on one subcommittee from working on other subcommittees as well. All Members agreed that those Members absent during the retreat could negotiate changing subcommittees. The Committee reviewed the process used at the retreat to designate who would be on which subcommittee.

Decima Sever informed the meeting that Treasures and Trash Subcommittee Member Richard Kimberly will be unavailable until March 2006, leaving the subcommittee short one Member. Discussion ensued about how such would affect the need for a quorum, identifying that Mr. Kimberly still counts as a Committee Member, although he will be unavailable.

Chair Lenko requested that the Committee break into their designated subcommittees for a 15-20 minute discussion about their 2006 plan of action and designation of future meeting dates.

Committee Member Organ commented that there were beautiful newly hung baskets decorating Downtown Scottsdale. She also noted that the cowboy boots and signs were being painted in an effort to spruce up the atmosphere.

## **SUBCOMMITTEE REPORTS**

Chair Lenko requested that each subcommittee report the function of their subcommittee for the benefit of the new member, including information such as past accomplishments and future plans.

- Treasures and Trash

Committee Member Robins reported that Treasures and Trash is an annual event that occurs at the end of October or early November, where everyone comes together to clean sections of highways and roads within the City of Scottsdale. The subcommittee previously placed gold rocks along the highways so that they could be found and redeemed for prizes. This event resulted in a small number of rocks/prizes being claimed because people couldn't find them. Therefore, in 2005, the subcommittee switched to two large prizes along with some smaller prizes, which worked out much better.

Vice-Chair Scott pointed out that the event is aimed mainly at the existing Adopt-A-Road program, which is very active in keeping the roadways clean. It is a special day for citizens in general but mainly for Adopt-A-Road members to get out and pick up some trash. The 2005 event was the 10<sup>th</sup> Annual event.

- Downtown Recognition

Vice-Chair Scott reported that this program encourages downtown merchants to effect repairs and cleanup business fronts so that the streets look inviting. The repairs include: awnings, plants, painting, and reconstruction. If a project is bold enough, the merchants may receive matching funds from the City of Scottsdale.

Vice-Chair Scott further reported on plans to notify merchants of the 2006 program and to attend various merchant association meetings starting in February. The subcommittee will oversee various projects brought forward by merchants throughout the year, choosing those reconstruction projects deemed to be most worthy to win recognition in November 2006.

In response to inquiry by Chair Lenko regarding the need for assistance in handing out flyers, Vice-Chair Scott remarked that once the insert is included in the Chamber of Commerce Newsletter and appearances are made at the merchant association meetings, assistance will hopefully be achieved by transmitting information via decision makers; which will also hopefully reduce the need for canvassing.

- South Scottsdale Revitalization

Committee Member Carr noted that this subcommittee was created last month in an effort to assist with revitalizing, re-landscaping, and improving the appearance of homes, "one house at time." The initial idea is to begin with high visibility streets such as Roosevelt, west of Miller. The subcommittee has formulated good ideas for volunteers; the next step is obtaining donations. Committee Member Organ noted that the subcommittee will be working with the City and Zoning Enforcement.

Vice-Chair Scott inquired about how the revitalization process works. Discussion ensued, clarifying that homeowners in code violation, such as the elderly or disabled, will be invited to participate. If they choose to participate, a group of people will come out and help cleanup.

Discussion ensued upon inquiry by Committee Member Carr regarding what are considered code violations, identifying such considerations of code violations as: abandoned vehicles, trash, landscaping issues, painting, and rotting awnings.

- North Scottsdale Project

Committee Member Cerrito reported that the subcommittee came up with two projects to work on. The first project will be increasing recycling efforts. The second project involves the cigarette butt issue, which happens to be aligned with Keep America Beautiful. Committee Member Cerrito reported that cigarette butts are approximately 35% of the litter in this country and are especially dangerous in Scottsdale because of the dry brush.

Committee Member Cerrito noted that both projects will be too much to handle and the subcommittee will be focusing primarily on the cigarette butt issue. The Keep America Beautiful campaign has existing programs that work with interested communities. The subcommittee's main focus will be increasing awareness of the harmful effects caused by throwing cigarette butts out of car windows.

Committee Member Cerrito presented a picture of a "pocket ashtray" she believes can be obtained for free from Philip Morris. The subcommittee would like to contact Philip Morris and cigarette companies about getting pocket ashtrays to hand out at various fairs and events throughout the year. They also plan on updating websites with cigarette butt information and contacting the media about their project. The

subcommittee will meet to put together a flyer one week before the next Committee meeting.

Committee Member Organ suggested that water bills provide good access to the public. Discussion ensued regarding the Cigarette Butt Awareness Campaign, highlighting cigarette butt dump locations in Scottsdale such as north of Doubletree Ranch Road or Cactus Road (Scottsdale Road through to the Frank Lloyd Wright area). Committee Member Stevens volunteered to provide a list of the intersections with the longest stop lights and remarked that two years ago auto manufacturers were considering making ashtrays an option, which was ultimately prevented by lobbyists.

- Ongoing City Projects

Chair Lenko reported that she and Committee Member Henrickson discussed ideas identified at the December Retreat, noting that they both had assignments to research organizations that could be informed about the Scottsdale Pride Committee. The information to be sent to organizations will explain why the Committee exists and how the Committee can assist with one-day projects. Chair Lenko also reported that the subcommittee would inquire about how the Committee can help with "make a difference day" which occurs during Clean and Beautiful Month (April) in Scottsdale.

She further reported that they would be looking into ways to increase Public Relations for the Scottsdale Pride Committee along with new "done-in-a-day" projects. The subcommittee will touch base mid-February to organize their information for review at the Committee's February meeting.

Committee Member Organ requested that scheduling be kept in mind, noting that the Neighborhood Pick Up Trash project last April was too close to Treasures and Trash. Decima Sever noted that "make a difference day" was originally held in October and was just moved to April during 2005.

Chair Lenko requested that Committee Members contact her or Rob Millar with any items to be placed on an agenda for Committee review.

## **STAFF UPDATES**

Decima Sever reported that Committee Member Robins participated in the last canvassing event, which was a big success and has now been directed to be conducted four times a year (two in the spring and 2 in the fall). The dates selected for the spring events are February 11<sup>th</sup> and March 11<sup>th</sup>. Ms. Sever commented that the general consensus of the volunteers was they had much more fun than expected and the homeowners were very excited to hear from them.

In response to inquiry by Committee Member Henrickson about what was canvassed, discussion ensued about the mission for the first canvassing event which was directed by the City Manager's Office. A list of questions was provided for staff to initiate conversations with homeowners.

Ms. Sever explained that the questions enabled the group to target specific hot button issues such as ASU or Lowes. The last canvassing event was North of McDowell just East of Scottsdale Road, wherein they spoke with approximately 200 of the existing 600 homeowners.

A picnic followed the canvassing, enabling homeowners to ask questions and obtain revitalization booklets filled with resource information.

Ms. Sever commented that the last canvassing event consisted of over 50 staff volunteers. Tentative times for the next event are 9:30 to 12:30 or 10:00 to 12:30 with a picnic from 12:30 to 2:00 p.m. The picnic will be held in a neighborhood park.

Ms. Sever noted that City Council has requested consistency amongst all of the Boards and reminded Committee Members that this issue will appear on next month's agenda.

### **MEMBER UPDATES**

No member updates.

### **PUBLIC COMMENT**

No members of the public wished to address the Committee.

### **ADJOURNMENT**

With no further business to discuss, the meeting adjourned at 6:50 p.m.

Respectfully submitted,  
A/V Tronics, Inc.